

Annual Report 2022



Foreword

“Special Edition” year 2022 was special in many ways.

Looking back at 2022, we certainly think of it as a special year. The Covid pandemic meant that the 2022 Swedish National Skills Team took a different trip, as the planned WorldSkills 2022 in Shanghai were initially cancelled, before being relocated. This mixture of hope and despair finally resulted in WorldSkills venues in no fewer than 15 different countries. Sweden and WorldSkills Sweden were given the honour of acting as host for the visual merchandiser profession.

After a couple of years dominated by the pandemic, it was especially pleasing to note that WorldSkills Sweden, together with our fantastic ambassadors, had never before enjoyed such a large local and regional presence in exhibitions, school visits and other events and gatherings. A lot of attention was drawn to just how smart a choice vocational training is by letting ambassadors from the Swedish National Skills Team tell their own stories and encourage more people to choose vocational training.

The Jobs Tournament is our practical version of Vi i femman (a TV quiz for 5th year pupils) and another way for young people to meet. The Jobs Tournament is aimed at year 8 students, and the fighting spirit and dedication shown in the competitions was incomparably pleasing to see.

We are very happy and proud to declare the 2022 Swedish National Skills Competition in Växjö was such a success. Thanks to the hard work and great dedication of every stakeholder, we enjoyed record attendance. It was a successful event, and a fitting starting gun for future vocational competitions.

More and more people are getting involved in Vocational Education and Training Week, scheduled for October and first established in 2021. During

2022, regions and schools both chose to recognise the week, as did the Swedish National Agency for Education, which held a big one-day conference.

We also continued to honour vocational teachers who did outstanding work for their students and respective industries. The awards not only allow us to give the professions the attention they deserve, but also to showcase them to future potential vocational teachers.

In summary, 2022 was a renaissance after the restrictions suffered during recent years. Our vocational competitions are back in business, we can meet each other in person again, and we got WorldSkills – Special Edition over the finishing line. We met students, school personnel and industries to fly the flag for professional pride, skill and quality vocational training.

It is by mustering our strengths and collaborating well that we will create the best conditions and opportunities for the further promotion of vocational education and training. We look forward to continuing our work with initiators, authorities, trade associations, sponsors, schools and stakeholders



Pontus Slättman
CEO WorldSkills Sweden



About WorldSkills Sweden

WorldSkills Sweden, seeks to improve the quality, status and attractiveness of Swedish vocational education and training. WorldSkills Sweden is a collaboration between the Confederation of Swedish Enterprise, Swedish Trade Union Confederation and the state via the Swedish National Agency for Education, Ministry of Education and Research and the National Agency for Higher Vocational Education. Trade associations, professional councils, government agencies, schools and companies are also actively and financially involved in this pressing, important initiative.



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Jobs Tournaments



On 10, 11 and 12 May, more than 170 of Sweden's most professionally accomplished youths demonstrated their skills in 30 different trades. No fewer than 22,403 people were present at Arena City in Växjö to follow the competition, which was a record attendance for the Swedish competition.

Of the 55 occupations that took part, 30 were competition occupations, which meant 98 competitors were awarded a podium place and an associated medal. Many of the gold medallists also got a chance to get a place in the National Skills Team and represent Sweden in the future EuroSkills and WorldSkills competitions.

In addition to the competitions, inspiration came in the form of 25 display occupations, where visitors were given information about various fields. There were also various hands-on activities on the exhibition floor where visitors themselves got the opportunity to test their skills in different occupations, as well as learn more about the courses.

The atmosphere was excellent during the competition days, with a record interest in the hands-on activities. We would like to thank all the visitors, officials, competitors and industries who made the event possible. Together, we inspired young people to learn more about the different occupations, and provided greater insights into the range of upper secondary vocational education and training courses.

The next national vocational championships will be held in 2024 in Karlstad.



In June 2022 we were informed that WorldSkills in Shanghai in October, in which the Swedish National Skills Team was scheduled to participate, were cancelled. The Chinese organisers felt that the competitions could not be held as planned due to the continued stringent restrictions in the wake of the Covid pandemic.

Following the decision, WorldSkills International and its members made every effort to find alternative means of holding the competitions, which led to the WorldSkills Competition 2022 – Special Edition. The championship officially replaced WorldSkills in Shanghai, whereupon the occupations and their associated competitions were held in various countries around the world.

WorldSkills International worked closely with the 15 Member States hosting the more than 60 different occupations, whose competitions took place from the beginning of September until the end of November 2022.

Sweden
one of
15 chosen
countries.

WorldSkills – Special Edition in Sweden

Sweden and WorldSkills Sweden were hosts for the visual merchandiser profession. Over four days from October 14 to 17, nine of the world's most accomplished young visual merchandisers showcased their skills in Kista, Stockholm.

Four days of intense focus and world-class professional skills resulted in Ka Yu Leung from Hong Kong winning the competition's gold medal. Hanna Lind, our Swedish representative, received a Medallion for Excellence, a medal awarded to competitors who have shown exceptionally high quality work.

WorldSkills is the fourth largest competition in the world with more than a thousand international competitions. Being given the opportunity to arrange an event was a great honour for WorldSkills Sweden, and we look back on a successful competition with a great pride.

6
Medallions
for
Excellence

The Swedish National Skills team

The Swedish National Skills Team was represented at the WorldSkills Competition 2022 – Special Edition by 17 members, who competed in 15 occupations. In all, the Swedish National Skills Team brought home six Medallions for Excellence, a medal awarded to competitors who have shown exceptionally high quality work.

Because conditions for the competitions were changed often, and the team had to compete in different places and on different dates, we are especially proud of them. The National Skills Team members showed great professional skill, great strength in competing and fighting as a team, and they also performed well under pressure.

*The 2022 Swedish National Skills Team was much smaller than usual due to the effects of the pandemic. Nevertheless, we received **161 mentions** in the media (radio, TV, newspapers, online press), an average impact of **9.5** per participant – the same average as during WorldSkills 2019.*



Initiatives

Vocational Education and Training Week

Vocational education and training week is here to stay, and for the second year running a variety of initiatives were made during the week. It was clear that awareness of vocational education and training week had increased as various players such as authorities, trade associations and schools organised a variety of events and activities.

WorldSkills Sweden held a studio conversation in which the most important observations in vocational training were discussed. Participants included Sweden's National Agency for Education, its Trade Union Confederation, National Agency for Higher Vocational Education and the Confederation of Swedish Enterprise. The conversation was recorded and is available on the WorldSkills Sweden website. We also made big efforts in social media concerning the week to highlight our various initiatives.

To help schools get involved, we created pointers to various initiatives and teaching materials. The material could be used by training providers for both vocational training and secondary schools.

Fortunately, vocational education and training week also coincided with WorldSkills in visual merchandising held in Stockholm. Together with events from other players, we successfully highlighted vocational training across the country.

Also, regional Jobs Tournament finals were held in Helsingborg and Hudiksvall, where the Vocational Teacher of the Year award was presented in each region.

Many thanks to everyone who took part and helped promote Swedish vocational education and training week, 2022. Together we can make a difference!



There was much advertising in social media about the week, and this had a major impact. More than 13,000 people clicked their way to learning more about vocational education and training week 2022.

Attitude Surveys

Every year, WorldSkills Sweden conducts two attitude surveys to monitor how attitudes toward vocational education and training are trending.

We conduct public attitude surveys (18–65 years) with the help of Sifo. In January 2022, Sifo conducted a survey where randomly selected individuals were asked about their views on vocational education and training and its opportunities.

During 2022, they conducted a survey entitled Attitudes to Vocational Education and Training Courses together with Ungdomsbarometern. Students in year 9 were randomly selected to answer questions on vocational education and training.

The full attitude survey responses can be found under Vocational Training and Reports at worldskills.se

Kantar, Sifo

In January 2022, WorldSkills Sweden and Kantar carried out a study of the public's view of vocational education and training. The report showed that the public believes vocational training leads to work. Of those surveyed, 90 per cent believe that vocational training largely or to some extent leads to jobs.

This year's survey also shows the status of vocational training to be on the up, and the number of people who feel vocational training to be low status is at the lowest level since surveys began in 2016.

Ungdomsbarometern [Youth Barometer]

Seven out of ten year 9 students feel there are vocational training courses that are interesting, and 53 per cent would consider taking a vocational training course. But the report also shows a slight decline in attitude regarding vocational training among youths.

More than half (64 per cent) of youths surveyed feel that taking a vocational training course is smart. They also feel there are interesting vocational training courses, and almost 74 per cent think there is a course that would suit them.

On the other hand, the pandemic has clearly had an impact on the process of choosing an upper secondary course, since fewer people think they have received sufficient information in general and/or information about vocational training courses from study and vocational guidance counsellors. And the fact that open houses and exhibitions were probably not arranged to the same extent as before must also have had a negative impact on vocational training courses, as the study shows many people to be more positive to vocational training following a visit.

**53 per cent
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Vocational education and training ambassadors

There were non-stop activities for WorldSkills Sweden's vocational education and training ambassadors in 2022. During the year, the ambassadors participated in e.g. upper secondary school job fairs nationwide. Their participation in the job fairs was invaluable as it enabled visiting students to ask questions and learn more about vocational training.

The ambassadors also had the honour of judging all the competitions in the Jobs Tournament. In addition to the important part ambassadors play in the competitions, students, in their meetings with them, are also in contact with skilled professionals who can provide further inspiration.

Arbetsmarknadskunskap, a labour market intelligence organisation, is an initiative aimed at creating conditions for a stable, long-term skills supply. By meeting young people to talk about the needs of the labour market, we hope to increase knowledge in this area. WorldSkills Sweden's vocational education and training ambassadors took part in some 60 inspirational lectures at schools around the country.

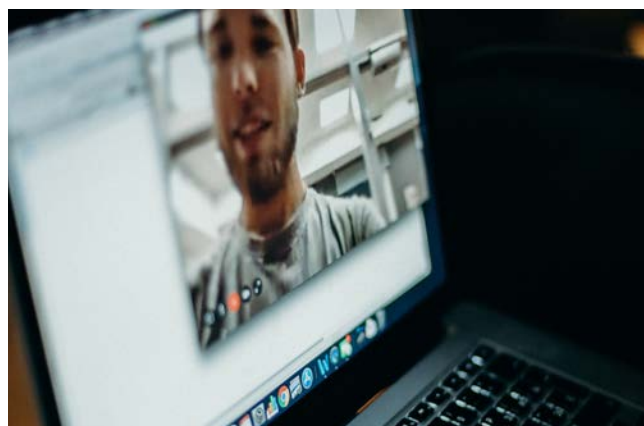
Our ambassadors were also involved in the national vocational championships, in school visits in connection with Meet a Professional, and also took part in Framtidståget's (humanitarian association) meetings.



Anna Widholm and David Andersson, two of WorldSkills Sweden's vocational training ambassadors.

The communicator's network

The WorldSkills Sweden communicator's network seeks to inspire, interact and collaborate on joint communication initiatives for the network's partners, sponsors and other vocational education and training stakeholders. The network met virtually in 2022 to share experiences and discuss communication concerning vocational education and training.



Fair prospects

In 2022, WorldSkills Sweden participated in high school job fairs around the country under the YourTalent initiative. Around 67,000 students who were busy making their upper secondary school choices visited the job fairs in question. Students from Leksand to Malmö visited local job fairs to get information and inspiration for their future career choices. Many fairs were cancelled in 2020 and 2021 due to the pandemic, and some switched to digital alternatives. In 2022, we at last had the opportunity to meet students face to face again with our vocational education and training ambassadors.

Interest in YourTalent's stand broke all records, in particular for visitors who had the opportunity to take the talent test, which gives pointers on aptitude and suitable occupational choices. In all, nearly 7,000 students took the test at the job fairs.

**7,000
visitors
took
the talent
test.**





Vocational Teacher of the Year

Vocational Teacher of the Year is an award that recognises accomplished vocational teachers. The award is presented to one male and one female teacher who work to ensure high quality, attractive vocational training in Sweden and to safeguard the well-being of future training courses. The award also seeks to pique the interest of more people and encourage them to consider a future in vocational teaching, to inspire students on a daily basis while passing on their skills to the next generation.

Jan Sahlin, a vocational teacher in the Restaurant and food course, and Anna Toft Mellerot, a vocational teacher for the Hotel and tourism course, were presented with the 2022 Vocational Teacher of the Year award.

The two winners were nominated by their respective industries for the top-class qualities that distinguish them both as vocational teachers. Jan and Anna were celebrated with due pomp and circumstance at their respective workplaces, and were presented with their awards by WorldSkills Sweden and their students.

*The initiative garners **much attention**, where many people are moved by the tribute paid to vocational teachers. The purpose of the nomination is to pay particular tribute to the teachers in their professional roles, and this we succeed in. Also, the schools where the teachers work **take great pride in the award**, and are happy to tell every outsider. It also contributes to the success of the campaign.*





International initiatives



Patrik Svensson, competition manager WorldSkills Sweden and Board member at WorldSkills Europe.

Board member WorldSkills Europe

In 2022, Patrik Svensson, competition manager at WorldSkills Sweden, was a member of WorldSkills Europe's board and also acted as Vice Chair of the Competitions Committee. In his role, Patrik contributed strategically to the ongoing development of WorldSkills Europe and EuroSkills. He did a lot of work on policy documents such as the Constitution and Standing Orders, as well as being involved in introducing a new system for smarter occupational planning for future vocational competitions. Also, Patrik was involved in several projects to streamline and improve WorldSkill Europe's work with competitions and internal governance.

For WorldSkills Europe, 2022 was an eventful year, e.g. when it decided to move EuroSkills 2023 from St Petersburg in Russia to Gdansk in Poland, and to suspend Russia as a member country.

Awards

Congratulations to team leader Jonas Ivman and official delegate Pim van Dorpel, who received awards for their involvement in the international organisations and their competitions.

Jonas received two awards; Honorary Contributor from WorldSkills Europe, and Certificate of Merit from WorldSkills International, for his valuable contributions to the role of team leader 2014-2022. Pim was presented with the Honorary Member award from WorldSkills Europe for his contribution as an official delegate to the development of EuroSkills.



Jonas Ivman



Pim van Dorpel





Vinnare
av Yrkeskampen 2022
Gottskär Grundskola Önsala
10 000 kr
Ruben

Projects and campaigns



Yrkesväxling

The career switching campaign was developed during the pandemic when there was a great need for reskilling, and the campaign continues to be successful. In 2022, the campaign continued to inform about the purpose of presenting the different paths available to people who want or need to switch careers, with a focus on selecting vocational training.

Also in 2022, there was a focus on material adapted for target groups and reaching out with adequate information to the right recipients. We predict that the next few years will remain the perfect time for career switching.

This year's videos gave rise to a great many comments, which is pleasing as this is generally a declining trend in social media. Around 60,000 people clicked their way to the site.



YourSkills

The YourSkills project disseminates information about vocational training to newly arrived, foreign-born people, especially those with Arabic or Farsi as their mother tongue. There was very great interest from the target group during the year and we reached the overwhelming majority of the groups through advertising materials such as inspirational films portraying people from the same target group.

This was combined with the ability to pose questions to us via Messenger on Facebook, and also by offering coaching over the phone in some cases. This much appreciated service was offered with the help of an interpreter who spoke Arabic, Persian, English and Swedish.

Advertising coaching in Arabic, Farsi, English and Swedish led to 143 qualitative conversations, where people asking for help were very happy for the opportunity to get assistance in their mother tongues. The material advertised reached the target group around eight times, which is a very high figure.



The Talent Test was taken by more than 45,000 people in 2022.

DinTalang.se

DinTalang

YourTalent continued its success story in 2022. Ever since the beginning, the aim was to inform young people about vocational courses in upper secondary school, in order to broaden their career selection skills. Accordingly, we appeal directly to young people currently making their choices, i.e. students in upper secondary schools. We also address their parents.

Two of the reasons for the success of the concept was our use of simple, easy-to-understand language and the dissemination of material appreciated and well-liked by the target groups. The campaign material for young people was mainly disseminated via Tiktok, Snapchat, Instagram, Google and YouTube. Facebook, Instagram and Google were used to reach parents and school staff.

We produced several new videos in 2022 that focused on parents, in order to capture this important group, which is probably the one with the most influence on young peoples' choices. The videos were well received.

The talent test at DinTalang.se continued to deliver during the year with 45,000 completed tests. The test takes youths through eight questions and suggests the vocational course or courses that appear to suit them best based on their answers.

During the year, radio ads were produced for YourTalent, that focused on parents as a target group. The idea was to target parents and increase awareness of upper secondary school vocational training choices and the questions often raised in this connection.

We tested the use of influencer marketing for the first time in 2022. We used four influencers for different target groups to achieve as broad a reach as possible. This collaboration allowed us to reach out directly to their target groups, and it had a very great impact.

YourTalent also made appearances at job fairs and other similar contexts during the year.

The talent test continues to inspire, and with more than 45,000 people completing the test, it's hugely popular. We reached young people in the right age groups with our messages almost 50 times – a total of more than 13,000,000 exposures. The influencer collaborations resulted in incredibly strong interactions during the campaign days. We reach right into our target groups using this method.

Our decision to direct more advertising to parents as a target group paid off. The website received more than 6,000 clicks from interested parents of youths who were about to make their upper secondary vocational training choices.



Yrkeskampen

The Jobs Tournament (Yrkeskampen) is a national contest for year 8 classes aimed at highlighting vocational education and training courses and inspiring students to begin thinking about future training and job opportunities. The tournament focuses on vocational matters and physical 'hands-on' assignments based on upper secondary vocational education and training courses offered in Sweden.

There are two ways to compete in the Jobs Tournament. One is to simply enter the web competition, which takes place digitally on your home turf, by school class, in your classroom. The other is to also enter for a place in the national finals, where the best classes move on to a competition at the national level.

The first national final was held in 2022, as the previous year's final was cancelled due to the pandemic. The final was held in connection with the national vocational championships in Växjö in 2022. The

final was led by TV presenter Beppe Singer and was well-visited and much appreciated by visitors and participants alike. Three regional finals were also held during the year in a collaboration between the regions and WorldSkills Sweden. The regional finals took place in Östergötland, Skåne and Gävleborg, where the best two classes from the finals were offered a place in the national finals. No fewer than 12,000 year 8 students were registered, of which 15 classes went on to the national finals in Helsingborg in May, 2023.

The Jobs Tournament concept also includes guidance with hands-on assignments for schools that want to arrange their own tournament. The material consists of practical tasks and challenges related to vocations and linked to the 12 upper secondary vocational education and training courses.

Almost 500 classes chose to get involved in the Jobs Tournament during the year, which means we reached around 12,000 students with information about vocational training courses. This is a fantastic result, as it's important to reach students early on to broaden their horizons in their choice of upper secondary school vocational training, and also to reach study and vocational guidance counsellors and teachers with more information about vocational training courses.

Becoming a vocational teacher



Vocational teacher Mikael was honoured for his work

By spotlighting and celebrating great teachers as role models, we hope to inspire more professionals to take a look at a future in vocational teaching. The initiative also boosts the status of the occupations and vocational education and training. In 2022 we chose to pay tribute to vocational teacher Mikael

Jansson, who has inspired his students at Mälardalens Tekniska Gymnasium. Journalists were buttonholed at the event, and there were campaigns in social media to spread the word. WorldSkills Sweden enjoyed great reach through this initiative, both in mainstream and social media.

One of the ways in which he was honoured included driving a racing car together with Kristoffer, a former student.



The tributes to Mikael drew a great deal of attention in the local media, with journalists from both radio and TV. It was a great turnout at Mälardalens Tekniska Gymnasium, with family members, current and former students and colleagues in attendance.



Inspiring vocational teacher

Initiatives to recognise vocational teachers and inspire more people to opt for the profession continued in 2022. Because there is still a considerable shortage of professional teachers, it's important to recruit more skilled people willing to take the step of training as a qualified vocational teacher.

We produced radio ads in 2022 which were broadcast during the summer. The aim was to inspire more people to become vocational teachers, and guide listeners in the right direction during the summer holidays, when many people are thinking about their future professional lives. The ads were broadcast nationwide, mainly on RIX FM and Star FM and other major national radio stations. During the year, video ads portraying vocational teachers and videos of a more touching nature with students and vocational teachers also drew a great deal of interest. A series of podcasts in which vocational teachers talk about their personal journeys, also attracted listeners in 2022.



För din kunskap vidare. Bli yrkeslärare.

Video where Annika Gillemo talks about her journey from student to vocational teacher. In all, videos with and about vocational teachers attracted around 300,000 views in 2022.



Du som vill
lotsa **ungdomar**
in i det yrket du
själv **älskar.**

Materials and initiatives aimed at schools

Meet a Professional

The Meet a Professional initiative was developed in 2021 to make the organisation of digital study visits by schools easier. This initiative grew during 2022 and was used extensively by teachers and study and vocational guidance counsellors to create virtual meetings between students and people from working life.

Using this set up, students can meet professionals in the classroom, which can help inspire them in their future upper secondary school choices. Schools also had the opportunity to use our vocational education and training ambassadors as skilled employees.

Yrkeskampen

The Jobs Tournament (Yrkeskampen) is a contest for year 8 classes aimed at highlighting vocational education and training courses and inspiring students to begin thinking about future training and job opportunities. The tournament focuses on vocational matters and physical 'hands-on' assignments based on upper secondary vocational education and training courses offered in Sweden.

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Communication channels

Newsletters

Interest in our newsletter was high during 2022, and our subscribers increased by more than 50 per cent. The purpose of our newsletters is to influence, inspire and provide our readers with a quick overview of the latest news concerning WorldSkills Sweden's projects and initiatives. In the newsletters we write about projects, vocational competitions, surveys and our other projects. In 2022, four digital newsletters were published.

Social media

Social media constitute one of the most important components for reaching out with our communication to different target groups. We increase our chances of reaching our target groups by including WorldSkills Sweden in the social media the groups use. By nuancing campaigns with messages and idioms tailored to each target group, we have enjoyed great success in many of our initiatives and projects.

We updated our strategic social media plan to streamline our internal operations in 2022. WorldSkills Sweden is active on most social media, depending on the target group and purpose. Facebook, Twitter and LinkedIn are used to spread information about WorldSkills Sweden's organisation. Instagram, Snapchat and Tiktok are mainly used for projects aimed at younger target groups.

- **Facebook** (WorldSkills Sweden, Swedish National Skills Team, YourTalent, YourSkills, Swedish National Skills Competition, Jobs Tournament)
- **Twitter** (WorldSkills Sweden)
- **Instagram** (Swedish National Skills Team, YourTalent, YourSkills, Swedish National Skills Competition, Jobs Tournament)
- **LinkedIn** (WorldSkills Sweden)
- **Snapchat** (Swedish National Skills Competition, YourTalent)
- **YouTube** (WorldSkills Sweden, YourTalent)
- **Tiktok** (YourTalent, National Vocational Championships)

Websites

We continued updating our various websites in 2022 to improve user-friendliness and optimise content for a more effective means of reaching out with our communication. There was also a focus on accessibility and search engine optimisation. There are clear benefits from using the same framework to build worldskills.se and yrkessm.se, as this enables efficient management with financial benefits.

**Almost
200,000 visits
to WorldSkills
Sweden's web-
sites.**



Board and secretariat

CHAIRPERSON

Sofia Larsen, CEO Swedish Trade Federation

DEPUTY CHAIR

Therese Guovelin, Senior Vice Chair, Swedish Trade Union Federation

BOARD MEMBERS

Johan Olsson, Education policy expert, Confederation of Swedish Enterprise

Jonas Ivman, Ombudsman, Swedish Trade Union Federation

Jonas Siljhammar, CEO Visita

Lina Skoglund, The working life unit, IF Metall (trade union)

Mia Bernhardsen, head of the department for skills supply to trade and industry, Confederation of Swedish Enterprise

Pontus Boström, second Vice Chair Swedish Electricians Federation

Pim van Dorpel, deputy chair HRF

Ola Månsson, CEO Installatörsföretagen

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Helen Myslek, Department head, School and Working life unit, National Agency for Education

Jacob Johansson, Deputy Director, Unit for Higher Education and Adult Education, Ministry of Education and Science

Jonas Svensson, Researcher, National Agency for Higher Vocational Education

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Pontus Slättman, CEO

Patrik Svensson, technical delegate WorldSkills Europe, technical delegate WorldSkills International

Ida Olsson, public relations

Björn Nilsson, project manager, Jobs Tournament and Upper secondary school job fairs

Karin Harbe-Moghadam, project administrator

DELEGATES

Patrik Svensson, technical delegate WorldSkills Europe, technical delegate WorldSkills International

Pim van Dorpel, official delegate WorldSkills International

Johan Olsson, official delegate WorldSkills Europe

Many thanks

to all partners, sponsors and committed enthusiasts

WorldSkills Sweden seeks to improve the quality, status and attractiveness of Swedish vocational education and training. The more industry associations, trades councils and companies that participate, the more we will increase our chances of achieving our common goals for the future.

Sweden and Swedish workplaces must have access to skilled employees, and young Swedish people must have the opportunity to develop in different professional roles and build good futures.

INITIATOR



Skolverket



Regeringskansliet



MAIN SPONSORS



SPONSORS

